

## CLAIMS

1. A method comprising:

profiling participants in an enterprise according to characteristics of the participants, the characteristics associated with taxonomies according to the subject of the taxonomies;

5 receiving identification of a domain that is associated with a first of the taxonomies;

receiving identification of a specification identifying one or more of the characteristics associated with the first taxonomy; and

segmenting the profiled participants into a subgroup by matching the characteristics of the participants with the domain and the specification.

10 2. The method of claim 1, further comprising:

receiving identification of a border drawn from a second taxonomy; and

segmenting the subgroup by matching the characteristics of the participants with the intersection of the border with the domain and the specification.

15 3. The method of claim 1, further comprising querying a user for the identification of the domain and the identification of the specification.

4. The method of claim 1, further comprising:

adding information identifying the domain to a message; and

sending the message to the subgroup.

20 5. The method of claim 1, further comprising profiling the participants according to a finite vocabulary describing the characteristics.

6. The method of claim 1, wherein receiving identification of the domain comprises receiving identification of a corporate domain, the corporate domain common to corporate enterprises.

7. A method comprising:

5 receiving a characteristic identifying a first subgroup of selected participants in an enterprise, the characteristic hard-coded into a set of machine-readable instructions for segmenting communication recipients;

10 receiving a specification of the characteristic, the specification delineating a second subgroup of participants within the first subgroup, the specification added to the set of machine-readable instructions; and

15 managing communications with the second subgroup based upon the characteristic and the specification of the characteristic.

8. The article of claim 7, wherein receiving the specification of the characteristic comprises receiving the specification of the characteristic, the specification assigned to the 15 characteristic to customize the set of machine-readable instructions to the enterprise.

9. The article of claim 7, wherein receiving the specification of the characteristic comprises receiving a specification particular to the characteristic.

10. The article of claim 7, wherein receiving the characteristic identifying the first subgroup comprises receiving a domain identifying the first subgroup based on the nature and type of the 20 first subgroup's participation in the enterprise.

11. The article of claim 7, wherein receiving the characteristic identifying the first subgroup comprises receiving a selection from amongst a collection of potential characteristics.
12. The article of claim 7, further comprising presenting an inventory of specifications of the characteristic to a participant.
- 5 13. The article of claim 7, further comprising associating a plurality of participant characteristics with each of a plurality of participants in the enterprise, subgroups of the plurality of participants sharing common characteristics.
- 10 14. The article of claim 7, wherein associating the plurality of participant characteristics with each of the plurality of participants comprises associating a plurality of attribute values with each of the plurality of participants.
15. The article of claim 7, wherein managing communications comprises establishing a contact list of the participants in the second subgroup.
16. The article of claim 15, wherein establishing the contact list comprises dynamically establishing the contact list for a particular message.
- 15 17. The article of claim 7, further comprising receiving a border identifying a third subgroup of the second subgroup of selected participants, the border drawn from a second characteristic hard-coded into a set of machine-readable instructions.
18. The article of claim 17, identifying managed communications by one or more of the characteristic and the specification of the characteristic rather than the border.

19. The article of claim 7, further comprising:  
receiving a role of a participant within the second subgroup; and  
excluding the participant from communications within the second subgroup based on  
the role.

5 20. A method comprising:  
receiving a message from a user;  
receiving two or more characteristics identifying a subgroup of selected participants in  
an enterprise for receipt of the message; and  
dynamically identifying the subgroup of participants for receipt of the received  
10 message.

21. The method of claim 20, wherein receiving the message from the user comprises  
receiving the message from the user by way of a source data processing system where the  
message originated.

15 22. The method of claim 20, wherein dynamically identifying the subgroup of participants  
comprises identifying the subgroup of participants for the received message upon receipt of the  
message.

23. The method of claim 20, wherein dynamically identifying the subgroup of participants  
comprises identifying the subgroup of participants periodically.

24. The method of claim 20, wherein dynamically identifying the subgroup of participants  
20 comprises discarding the identification of the subgroup of participants after communication of

the message.

25. The method of claim 20, wherein receiving two or more characteristics comprises:

receiving a first characteristic identifying selected participants in the enterprise based on a location of participation in the enterprise; and

5 receiving a second characteristic identifying selected participants in the enterprise based on a nature of participation in the enterprise.

26. The method of claim 20, wherein receiving two or more characteristics comprises

receiving a role of a participant within the subgroup.

27. The method of claim 26, wherein dynamically identifying the subgroup of participants

10 for receipt of the received message comprises excluding the participant from the identified subgroup based on the role.

28. A machine-implemented method comprising:

receiving a description of a first participant's participation in an enterprise, the

description including a characteristic and a location of the first participant's participation;

15 storing the description of the first participant's participation in a participant data object;

identifying that the first participant is a member of a group of recipients for a class of

messages based upon the characteristic and the location of the first participant's participation;

associating the first participant with the group of recipients, associating the first

participant including identifying a role of the first participant within the group of recipients;

20 receiving a message including information applicable to identifying the group of

recipients; and

excluding the first participant from a communication of the received message to other members of the group of recipients based on the role of the first participant within the group of recipients.

29. An article comprising a machine-readable medium storing instructions operable to

5 cause one or more machines to perform operations comprising:

receiving information regarding a segment of participants; and

registering a new member with the segment of participants as having a certain role in the segment, the new member sharing the common characteristic of the participants.

30. The article of claim 29, wherein registering the new member comprises indicating that

10 the new member is to be excluded from certain communications to the segment of participants.

31. The article of claim 29, wherein receiving information regarding the segment of

participants comprises:

receiving a generic domain common to many enterprises, the generic domain

identifying a group larger than the segment of participants; and

15 receiving a topic specification of the generic domain, the topic specification delineating a second subgroup within the group identified by the generic domain.

32. The article of claim 31, wherein receiving the topic specification comprises receiving

the topic specification delineating the segment of participants.

33. A device comprising:

20 a participant description database identifying participants and describing the

participants' participation in an enterprise; and

a data processing system configured to perform processing activities, the activities including

receiving a characteristic identifying a first subgroup of selected participants in

5 an enterprise, the characteristic hard-coded into a set of machine-readable instructions for segmenting communication recipients,

providing machine-readable instructions for presenting a collection of potential specifications of the characteristic to a user to further delineate the first subgroup into a second subgroup,

10 receiving a specification of the characteristic from the user, and comparing the characteristic and the specification of the characteristic with the participants' participation in the enterprise as found in the participant description database to identify the first subgroup and delineate the first subgroup into the second subgroup.

34. The device of claim 33, wherein the participant description database includes a  
15 participant object identifying a particular participant and describing the particular participant's participation in an enterprise.

35. The device of claim 34, wherein the participant object includes information describing a qualification of the particular participant.

36. The device of claim 33, wherein the data processing system is also configured to  
20 perform activities including receiving the specification that is particular to the characteristic.